

File copy
6/10/57

fashion calendar

january

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january - 1958

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february - 1958

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march - 1958

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8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAfalgar 9-2343

1957

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 10, 1957</u>			
Monday June 10-	PREVIEW OF FALL ACRILAN FASHIONS	THE CHEMSTRAND CORP. (350 FIFTH AVENUE)	500 EIGHTH AVENUE ROOM 309 & 310
June 12 9:00 A.M.- 5:00 P.M.	"Fall 1957 Acrilan Merchandise Review"--presenting Acrilan fashions from women's and children's markets. For press, buying offices and store personnel. By invitation only. Contact: Florence Kyler, OX. 5-5100.		
Monday June 10 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Showing of Fall and Winter fur collection. (Note Change of Date and Time). By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BEN KAHN	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Monday June 10 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "La Donna Americana"--preview of fur fashion trends by Fredrica (Arthur Schwartz, designer). By invitation. Trade, June 11 and 12 at 10:00 A.M. Thereafter by appointment. Publicity: Gertrude Rossiter, CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10 4:00 P.M.	PREVIEW OF MEN'S AND BOYS' FABRICS DuPont will preview men's and boys' fabrics for Spring, 1958. Trade showings June 11-14. By invitation only. Press contact: Wright Johnson, LO. 3-6400, Ext. 259; Trade contact: David Demme, Ext. 279.	DuPONT	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 10 4:00 P.M.	PRIVATE SHOWINGS OF CHRISTIAN DIOR JUNIORS Showing of an exclusive collection of Christian Dior Juniors, to be produced in America by David Crystal, Inc. Daily at 4:00 P.M. by appointment only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday June 10 4:30 P.M.	PREVIEW OF FURS-- FALL AND WINTER Preview of couturier furs by Coopchik-Forest. By invitation only. Contact: LO. 4-4726.	COOPCHIK-FORREST, INC.	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday June 10 5:00 P.M.- 7:00 P.M.	FALL MERCHANDISING PRESENTATION "Trends"--fashions from Simplicity's Fall Pattern Book. Guest speaker: Tom Carroll of Frederick Atkins. Contact: Barbara Pickens, OR. 9-3700.	SIMPLICITY PATTERN BOOK (200 MADISON AVE.)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday June 10- June 14 6:00 P.M. Buffet	SUNSET YACHT TRIPS AND FASHION SHOW Wonderknit will present their new Fall "Miss Wonderteen", coordinated knitted sportswear--7 to 14 and subteen--each evening at 6:00 P.M. during a cruise up the Hudson on a 90-foot yacht. (Note Change of Date.) By invitation. Publicity: Ruth Shaw, WI. 7-2562.	WONDERKNIT CO. (112 WEST 34TH ST.)	YACHT ANSTAN III W. 79 ST. YACHT BASIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Showing of Vendome jewelry. Publicity: Ann R. Silver, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET 3RD FLOOR
Beginning Monday June 10	SHOWING OF FALL AND WINTER JEWELRY Showing of Fall and Winter collection of jewelry by Trifari. By appointment. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 10	SHOWING OF NEW RAINWEAR FASHIONS Introducing a new line of imported men's and women's rainwear fashions from Italy, Spain and Japan. Contact: Fran Rodman, BR. 9-2480.	FABRINI IMPORTS, LTD.	250 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Coro's collection of Fall jewelry fashions. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Monday June 10	SHOWING OF FALL WOOLEN DRESSES Daily showings of Fall sheer wool dresses in "Elita" fur and wool Einiger fabric; also other woolens. Contact: Joni Johnstone, LO. 3-7648.	M. NADLER & CO. (910 SO. L.A. St.)	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Beginning Monday June 10	OPENING OF FALL COLLECTIONS Showing of Yolande Fall lingerie at 16 E. 34th St.; blouses at 1407 Broadway; infants' and children's wear and Berkertex coats at 112 W. 34th St. Contact: MU. 6-8600.	YOLANDE CORP.	16 EAST 34TH STREET (AND OTHER SHOWROOMS)
Beginning Monday June 10	OPENING OF FALL HANDBAG LINES Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES' HANDBAG IND.	INDIVIDUAL SHOWROOMS
Monday June 10- June 14	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset & Brassiere Council, 200 Madison, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 10- June 22	ANNUAL FASHION EXHIBIT; INTERIOR DECOR, DISPLAY Prize design contests showing original sketch to finished garment; also class work in fashion design, layout and illustration. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday June 10- June 28	DISPLAY OF FALL FASHIONS Display of September promotion for tie-in stores and their buying offices. Also, display of August fashions. Contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Tuesday June 11 10:00 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Showing of Fall and Winter bridal collection. By invitation. <u>Customer showings</u> , Thurs., June 13 at 6:00 P.M. and Sat., June 15 at 2:00 P.M. in 4th floor auditorium. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 11 11:00 A.M.	PRESS PREVIEW: FUR COLLECTION Showing of fur fashions, For press and buyers, by invitation. Publicity: Peg Wilson, J.G. Proctor Co., YU. 6-7725. <u>Trade showings</u> thereafter, by appointment, at 352 Seventh Avenue, 11th Floor. Contact: LO. 5-5832.	REVILLON WHOLESALE (352 SEVENTH AVENUE)	REVILLON SALON 11 WEST 57TH STREET
Tuesday June 11 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FUR COLLECTION Ritter Brothers will preview their Fall and Winter furs. By invitation. Daily trade showings thereafter at 10:30 and 2:30. By appointment. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday June 11 4:00 P.M.	PREVIEW OF FALL MATERNITY FASHIONS Press showing of Fall maternity collection. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	PAGE BOY MATERNITY FASHIONS	27 EAST 37TH STREET 2ND FLOOR
Tuesday * June 18 * 5:00 P.M. * Cocktails *	PREVIEW: FALL FASHIONS BY MURIEL KING Special presentation for the press -- Fall dresses and ensembles, designed by Muriel King for Sportcraft. By invitation only. Contact: Myra de Francesca, LA. 4-9724. <u>**OUT OF DATE ORDER**</u>	SPORTCRAFT, INC. (HARRY RUBIN)	550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
June 12 2:30 P.M.	BEN KAHN'S PRESS PREVIEW OF FUR FASHIONS HAS BEEN CHANGED TO MONDAY, JUNE 10, AT 11:00 A.M. (See Page 1).		
Wednesday June 12 3:45 P.M. Champagne	PRESS PREVIEW: FALL FUR COLLECTION Showing of Fall and Winter fur fashions. By invitation. Contact: AL. 5-3037. Publicity: Alfred Davidson, 38 East 57th St., PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 12- June 13 4:00 P.M.	CAPSULE CLINICS: LINGERIE & UNIFORMS Preview of lingerie and foundations on June 12, emphasizing promotion and display. On June 13, first specialized uniform clinic. For trade press and retailers by reservation. Contact: Natalie H. Schram, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Wednesday June 12 5:00 P.M. Cocktails	PRESS PREVIEW OF BOUTIQUE DRESSES "The Society Portrait Collection"--daytime and cocktail dresses for Fall and Winter. By invitation. Publicity: Toni Woodward, MU. 8-4905.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday June 13 9:45 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL WEAR Preview of Fall bridal wear and transition trousseau fashions. By invitation. <u>Customer showing at 5:30 P.M.</u> on the Young 3rd Floor. Open to public. Publicity: Belle Irene Gillis, MU. 8-6800.	TAILORED WOMAN	BRIDAL SALON 3RD FLOOR
Thursday June 13 5:00 P.M. Buffet	FALL FASHIONS IN ITALIAN FABRICS Showing of Fall fashions in bart's "Fiocco" with bart's "Foraylor". Also, fashions in "bartalana"--fine Italian wool. By invitation. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR TRIANON-BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 13 5:30 P.M.; 7:30 P.M. Banquet	13TH ANNUAL FASHION SHOW AT BANQUET "Fashion Diary of All-American Woolknits"--featuring new silhouettes and textures in knitwear and jerseys. Cocktails, 5:30; fashion show, 6:30; banquet, 7:30. For press and buyers, by invitation only. Tickets:\$20.00. Contact: Eleanor Kairalla, Woolknit Assoc., MU. 8-1172.	WOOLKNIT ASSOC., INC. (745 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday June 13 5:30 P.M.- 7:30 P.M. Cocktails	"COLLAGE OF COLOR" IN CREPE PAPER Showing of new colors in crepe paper, with a display of costumes and other uses for crepe paper. By invitation. Contact: Mr. L.V. Dodge, at BBD&O, EL. 5-5800.	DENNISON MFG. CO.	WALDORF-ASTORIA PERROQUET SUITE
Friday June 14 9:00 A.M. And 12:00 Noon	AMERICAN READY-TO-WEAR: BREAKFAST & LUNCHEON "American Designers, Fall Collection"--semi-annual showing. Co-Chairmen: Bettina Ballard and Margaret deMille. Breakfast: \$5.50, members; \$8.00, guests. Luncheon: \$7.50, members; \$10.00, guests (one guest to a member). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Sunday June 16	FATHER'S DAY. Contact: National Father's Day Committee, 50 East 42 St., MU. 7-6952.		
Monday June 17- June 28	HOME FURNISHINGS MARKET IN CHICAGO Contact: Merchandise Mart, Chicago, Ill.	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday June 18 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Fall and Winter collection, designed by Sophie in collaboration with Stephen Erklin. By invitation. Publ: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 18 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Showing of Christian Dior's fur fashions. By invitation. Trade showings thereafter at 10:30 A.M. and 2:30 P.M. Publ: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Tuesday June 18 4:00 P.M. Cocktails	PREVIEW OF MEN'S FALL NECKTIES Men's neckties, inspired by jewels from Van Cleef & Arpels. By invitation only. Contact: Robert L. Green, PL. 3-1640.	LILLY DACHE CRAVATS	219 EAST 48TH STREET (ROBERT GREEN'S HOUSE)
Tuesday June 18 6:30 P.M. Dinner	ANNUAL RAINWEAR FASHION SHOW Showing of Fall and Winter rainwear. Price: \$20.00. Contact: Jack Berman, OX. 5-3180.	N.Y. RAINWEAR MFRS. ASS'N (225 W. 34 ST.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 19 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Showing of Resort-Spring-Summer 1958 leather colors and finishes: <u>June 19</u> <u>at 9:30 A.M.</u> --fashion press and accessory stylists; <u>June 19 at 3:30 P.M.</u> --buying office coordinators and department store fashion coordinators; <u>June 20 at 9:30 A.M.</u> --fabric, hosiery and fashion publicists. By invitation. Publicity: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 19 2:00 P.M. Tea	PREVIEW OF FALL MILLINERY Miss May will present her Fall millinery collection. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY	23 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday June 19 4:00 P.M. Tea	PRESS PREVIEW: FALL BRIDAL FASHIONS Russeks will preview their Fall bridal fashions. By invitation. <u>Public showing</u> , Thurs., June 20 at 6:00 P.M., Bridal Salon, 3rd Floor. Publicity: Virginia Woodruff Assoc., WI. 7-6740.	RUSSEKS FIFTH AVENUE	3RD FLOOR BRIDAL SALON
Wednesday June 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL JEWELRY COLLECTION "The Luxury Look"--showing of new costume jewelry by Leru. Original designs by TV's Arlene Francis who will present her collection. By invitation. Publicity: Donald E. Degnan Associates, CO. 5-7734.	LERU (383 FIFTH AVE.)	THE HARWYN CLUB 112 EAST 52ND STREET
Thursday June 20 4:00 P.M. Cocktails	FRENCH LEATHER GOODS AT FASHION SHOW The French Commercial Counselor in New York and The French Federation of Handbag and Leathergoods Manufacturers will show leathergoods, evening bags, belts and small leather articles. For press, store executives and buyers. By invitation. Publicity: Gladys Steiner, PL. 1-2820.	FRENCH FEDERATION OF HANDBAGS-LEATHERGOODS	HOTEL PIERRE GRAND BALLROOM
Sunday June 23- June 27	FALL DISPLAY MARKET WEEK Showing of Fall and Christmas lines by The National Association of Display Industries. Contact: 203 N. Wabash Ave., Chicago, Ill.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	MORRISON HOTEL CHICAGO, ILLINOIS
Thursday June 27- June 28 5:30 P.M. Cocktails	PREVIEW OF FALL FASHIONS Galanos will preview his Fall fashions at two 5:30 P.M. showings: Thursday, June 27 and Friday June 28. By invitation only. Publicity: Maxwell-Grey, PL. 3-5556.	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL PIERRE CRYSTAL ROOM
Sunday June 30- July 3	HOUSEWARES SHOW FOR THE TRADE Second annual show for the trade combining international housewares and self-service equipment, with special forums July 1 and 2. Publicity: Ted Materna Assoc., GR. 7-8862.	INTERNAT'L HOUSEWARES SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Monday July 1 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Saturday July 6 4:00 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Fall millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 6 6:00 P.M. Buffet	VISITING PRESS SHOWING OF FALL HATS Walter Florell's Fall millinery collection will be shown to the visiting press in his new showroom. Publ.: Donna Cannon, MU. 7-5447.	WALTER FLORELL	30 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 7 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
Sunday July 7 12:30 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Sunday July 7 3:00 P.M. Champagne	MILLINERY PREVIEW FOR VISITING PRESS The visiting press will preview Sally Victor's collection of Fall millinery. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 7 4:30 P.M.- 8:00 P.M.	COCKTAILS AND BUFFET FOR THE VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY ROOM
Monday July 8 11:00 A.M.	FALL MILLINERY PREVIEW FOR PRESS Walter Florell will preview his Fall millinery collection. (<u>Note New Address</u>). By invitation. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	30 WEST 57TH STREET SALON
Monday July 8 4:30 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES "Fashions In Time--'57", informal showing of newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member of N.Y. Dress Institute). Sponsored by Foote Cone & Belding. By invitation only. Contact: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN
Monday July 8 9:00 P.M. Champagne	PREVIEW OF FALL MILLINERY Emme will invite press and buyers to preview her Fall collection of millinery. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
Beginning Monday July 8	SHOWING OF SPRING FABRICS M. & W. Thomas will present their new Spring fabrics to magazine editors, buying offices and store buyers. Contact: Richard Thomas, BR. 9-6910.	M. & W. THOMAS CORP.,	50 WEST 40TH STREET SHOWROOM - 14TH FL.
Tuesday July 9 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Presentation of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Laddie Northridge will preview his Fall millinery collection to the press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 9 7:00 P.M. Dinner	DIAMOND DINNER FOR VISITING PRESS N.W. Ayer & Son, Inc. (auxiliary member of the N.Y. Dress Institute) will show diamonds at cocktails, <u>7:00 P.M.</u> in the Sert Room; dinner at <u>8:00 P.M.</u> in the Empire Room. (More details later.) By invitation only. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA SERT-EMPIRE ROOMS
Tuesday July 9 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW Semi-annual hat fashion show for millinery buyers. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STAB. COMMISSION	WALDORF-ASTORIA GRAND BALLROOM
Wednesday July 10 9:00 A.M. Breakfast	PREVIEW OF FALL MILLINERY COLLECTION Trevi's premiere showing of Fall hats. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	TREVI, INC.	LONGCHAMPS 19 WEST 57TH STREET
Wednesday July 10 11:00 A.M.	PRESS PREVIEW OF HATS FOR FALL Presentation of William J's Fall millinery collection to the press. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Wednesday July 10 4:30 P.M. Cocktails	FALL MILLINERY CLINIC AND MEETING Semi-annual clinic of the MMEA, with discussion of millinery trends, problems and developments. By invitation only. Contact: Mrs. Charles Steinecke, LE. 2-8415.	MILLINERY MERCHANTS EXECUTIVES' ASS'N.	PLACE TO BE ANNOUNCED
Wednesday July 10 7:00 P.M. Dinner	FALL MILLINERY FOR VISITING PRESS The Millinery Institute of America (auxiliary member of N.Y. Dress Institute) will present a showing of Fall hats. By invitation only. Contact: Communication Counselors, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR TRIANON-BALLROOM
Thursday July 11 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday July 11 12:00 Noon Luncheon	FALL MILLINERY AT LUNCHEON SHOW The Fashion Group will present Fall millinery at luncheon. (More details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALIROOM
Tuesday July 16 11:30 A.M.	PRESS PREVIEW: FALL & WINTER SHOE FASHIONS Presentation of Fall and Winter shoes, designed exclusively for Saks Fifth Avenue. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sunday July 28- August 1	NAT'L LUGGAGE & LEATHER GOODS SHOW New colors, new designs and new items in luggage, trunks, brief cases, personal leather travel accessories, novelties and gifts. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE